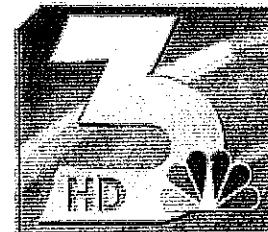


ORDER



KSNW

Orders	Order / Rev:	104122	
	Alt Order #:	06831863	KSNV
	Product Desc:	BERKLEY FOR SENATE	
	Estimate:	30S	
	Flight Dates:	08/07/12 - 08/13/12	Amy McCreary
	Original Date / Rev:	07/09/12 / 08/20/12	BLPHI
	Order Type:	GENERAL	National
Agency	Name:	Shorr Johnson Magnus	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		1831 Chestnut St.	EOM/EOC
		Philadelphia, PA 19103	15%
Advertiser	Name:	Berkley, Shelley for Senate <i>Revised</i>	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC01	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	55	\$98,350.00	\$83,597.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	55	\$98,350.00	\$83,597.50	9.00

~~August 2012~~ ~~\$5~~ ~~\$500,000.00~~ ~~\$50,000.00~~ ~~0.00~~

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	Seattle	Northwest	Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share

Order Share	Share	Total
KSNV	49%	\$98,350.00
Market	100%	\$200,714.29

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$40,142.86
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$32,114.29
KTUD	0%	\$0.00
KVVU	13%	\$26,092.86
KWWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,014.29

Order / Rev: 104122
Alt Order #: 06831863
Flight Dates: 08/07/12 - 08/13/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

Order / Rev: 104122
Alt Order #: 06831863
Flight Dates: 08/07/12 - 08/13/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																			
E 14	KSNV	08/11/12	08/11/12	Olympics Daytime Week@M		4am-6pm	-----S--	:30	4	\$1,700.003	0.00	NM		3	\$5,100.00																			
Olympics Daytime WEEKEND																																		
OLY DT WKEND																																		
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/06/12</td> <td>08/12/12</td> <td>-----S-</td> <td>4</td> <td>\$1,700.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/06/12	08/12/12	-----S-	4	\$1,700.00	0.00								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 08/06/12	08/12/12	-----S-	4	\$1,700.00	0.00																													
<table> <thead> <tr> <th>Spot</th> <th>Ch</th> <th>Date Range</th> <th>Description</th> <th>Start/End Time</th> <th>Weekdays</th> <th>Length</th> <th>Rate</th> <th>Rtg</th> <th>Type</th> </tr> </thead> <tbody> <tr> <td>2</td> <td>KSNV</td> <td>08/06/12-08/12/12</td> <td>Olympics Daytime Weekend</td> <td>4am-6pm</td> <td>-----Sa--</td> <td>:30</td> <td>(\$1,700.00)</td> <td>0.00</td> <td>NM</td> </tr> </tbody> </table>															Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type	2	KSNV	08/06/12-08/12/12	Olympics Daytime Weekend	4am-6pm	-----Sa--	:30	(\$1,700.00)	0.00	NM
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																									
2	KSNV	08/06/12-08/12/12	Olympics Daytime Weekend	4am-6pm	-----Sa--	:30	(\$1,700.00)	0.00	NM																									
Unresolved																																		
[SPOT AIRED IN ALTERNATE PROGRAM DUE TO TECHNICAL ERROR]																																		
E 15	KSNV	08/07/12	08/10/12	Olympics Daytime Week@M		9am-4pm	-TWTF--	:30	12	\$1,200.003	0.00	NM		12	\$14,400.00																			
Olympics Daytime Weekdays																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 08/06/12	08/12/12	-TWTF--	12	\$1,200.00	0.00																													
N 16	KSNV	08/07/12	08/10/12	News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	1	\$750.002	0.00	NM		1	\$750.00																			
News 3 Olympic Zone																																		
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/06/12</td> <td>08/12/12</td> <td>-TWTF--</td> <td>1</td> <td>\$750.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/06/12	08/12/12	-TWTF--	1	\$750.00	0.00								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 08/06/12	08/12/12	-TWTF--	1	\$750.00	0.00																													
N 17	KSNV	08/07/12	08/10/12	Olympics Daytime Week@M		9am-4pm	-TWTF--	:30	2	\$1,200.003	0.00	NM		2	\$2,400.00																			
Olympics Daytime Weekdays																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 08/06/12	08/12/12	-TWTF--	2	\$1,200.00	0.00																													
N 19	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/Wagners		5-6a	-TWTF--	1:00	1	\$800.001	0.00	NM		1	\$800.00																			
NEWS																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 08/06/12	08/12/12	-TWTF--	1	\$800.00	0.00																													
N 20	KSNV	08/07/12	08/10/12	M-F 6-7a WakeUp w/Wagners		6-7a	-TWTF--	1:00	1	\$1,400.001	0.00	NM		1	\$1,400.00																			
NEWS																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 08/06/12	08/12/12	-TWTF--	1	\$1,400.00	0.00																													
N 21	KSNV	08/07/12	08/10/12	Today Show	CM	658a-9am	-TWTF--	1:00	2	\$2,800.001	0.00	NM		2	\$5,600.00																			
Today Show																																		
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/06/12</td> <td>08/12/12</td> <td>-TWTF--</td> <td>2</td> <td>\$2,800.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/06/12	08/12/12	-TWTF--	2	\$2,800.00	0.00								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 08/06/12	08/12/12	-TWTF--	2	\$2,800.00	0.00																													
N 22	KSNV	08/09/12	08/09/12	Wake Up Early w/ Wagners		430a-5a	---T---	:30	1	\$150.002	0.00	NM		1	\$150.00																			
Wake Up Early Wagners																																		
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/06/12</td> <td>08/12/12</td> <td>---T---</td> <td>1</td> <td>\$150.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/06/12	08/12/12	---T---	1	\$150.00	0.00								
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Week: 08/06/12	08/12/12	---T---	1	\$150.00	0.00																													
N 23	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/Wagners		6-7a	M-----	1:00	1	\$1,400.001	0.00	NM		1	\$1,400.00																			
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 08/13/12	08/19/12	M-----	1	\$1,400.00	0.00																													
												Totals	55	\$98,350.00																				